

# DUPLICATE INVOICE



**WESH**  
**1021 N. Wymore Rd.**  
**Winter Park, FL 32789**  
**Main: (407)645-2222**  
**Billing: (407)389-7661**

www.wesh.com

Billing Address:

**Media Strategies & Research**  
**Attention: Accounts Payable**  
**1580 Lincoln Street**  
**Suite 510**  
**Denver, CO 80203**

Send Payment To:

**WESH**  
**P O Box 26876**  
**Lehigh Valley, PA 18002-6876**  
**FIN# 59-3186949**

Invoice #	Invoice Date	Invoice Month	Invoice Period
960612-1	10/28/12	October 2012	10/01/12 - 10/28/12
Station	Account Executive	Sales Office	Sales Region
WESH	WESH National House House	WESH House N	National

Advertiser	Product	Estimate Number
Florida Vote No on 6 Comm	12253	12253

Flight Dates	Order #	Alt Order #
10/24/12 - 10/28/12	960612	

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/24/12	10/26/12	M-F Sunrise @6AM	6:00-7:00 AM	--111--	:30	3	\$1,700.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	--111--	3	\$1,700.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	W	10/24/12	6:29 AM	M-F Sunrise @6AM	6:00-7:00 AM	:30	FL6101H	\$1,700.00 NM
2	WESH	Th	10/25/12	6:15 AM	M-F Sunrise @6AM	6:00-7:00 AM	:30	FL6101H	\$1,700.00 NM
3	WESH	F	10/26/12	5:58 AM	M-F Sunrise @6AM	6:00-7:00 AM	:30	FL6101H	\$1,700.00 NM
2	10/28/12	10/28/12	Sun Sunrise@6-8 AM	6:00-8:00 AM	-----S	:30	1	\$500.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	-----S	1	\$500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Su	10/28/12	7:57 AM	Sun Sunrise@6-8 AM	6:00-8:00 AM	:30	FL6101H	\$500.00 NM
3	10/24/12	10/26/12	NBC Today Show	7:00-9:00 AM	--111--	:30	3	\$2,400.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	--111--	3	\$2,400.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	W	10/24/12	8:45 AM	NBC Today Show	7:00-9:00 AM	:30	FL6101H	\$2,400.00 NM
2	WESH	Th	10/25/12	8:29 AM	NBC Today Show	7:00-9:00 AM	:30	FL6101H	\$2,400.00 NM
3	WESH	F	10/26/12	8:44 AM	NBC Today Show	7:00-9:00 AM	:30	FL6101H	\$2,400.00 NM
4	10/27/12	10/27/12	NBC Saturday	Sat 8-10am	-----S-	:30	1	\$2,400.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	-----S-	1	\$2,400.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Sa	10/27/12	9:57 AM	NBC Saturday	Sat 8-10am	:30	FL6101H	\$2,400.00 NM
5	10/25/12	10/25/12	Kelly and Michael 9-10 AM	9:00-10:00 AM	---T---	:30	1	\$1,600.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	---T---	1	\$1,600.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Th	10/25/12	9:41 AM	Kelly and Michael 9-10 AM	9:00-10:00 AM	:30	FL6101H	\$1,600.00 NM
6	10/24/12	10/26/12	M-F 3-4 PM	3:00-4:00 PM	--111--	:30	3	\$1,000.00	NM

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at [www.hearsttelevision.com/for\\_advertiser](http://www.hearsttelevision.com/for_advertiser).  
 We warrant that the actual broadcast information shown on this invoice was taken from the program log

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**Lehigh Valley, PA 18002-6876**  
**FIN# 59-3186949**



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Invoice #	Invoice Date	Invoice Month	Invoice Period
960612-1	10/28/12	October 2012	10/01/12 - 10/28/12
Advertiser	Product	Estimate Number	
Florida Vote No on 6 Comm	12253	12253	

www.wesh.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	--111--	3	\$1,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESHW		10/24/12	3:27 PM	M-F 3-4 PM	3:00-4:00 PM	:30	FL6101H	\$1,000.00 NM
2	WESH	Th	10/25/12	3:31 PM	M-F 3-4 PM	3:00-4:00 PM	:30	FL6101H	\$1,000.00 NM
3	WESH	F	10/26/12	3:39 PM	M-F 3-4 PM	3:00-4:00 PM	:30	FL6101H	\$1,000.00 NM
7	10/24/12	10/24/12	M-F 4-5 PM NEWS	M-F 4-5 PM	--W----	:30	1	\$1,400.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	--W----	1	\$1,400.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESHW		10/24/12	4:55 PM	M-F 4-5 PM NEWS	M-F 4-5 PM	:30	FL6101H	\$1,400.00 NM
8	10/25/12	10/25/12	M-F 5-6 PM ROT	5:00-6:00 PM	---T---	:30	1	\$2,000.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	---T---	1	\$2,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Th	10/25/12	5:24 PM	M-F 5-6 PM ROT	5:00-6:00 PM	:30	FL6101H	\$2,000.00 NM
9	10/24/12	10/26/12	M-F 6-6:30 PM	M-F 6-6:30 PM	--1-1--	:30	2	\$3,500.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	--1-1--	2	\$3,500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESHW		10/24/12	6:23 PM	M-F 6-6:30 PM	M-F 6-6:30 PM	:30	FL6101H	\$3,500.00 NM
2	WESH	F	10/26/12	6:15 PM	M-F 6-6:30 PM	M-F 6-6:30 PM	:30	FL6101H	\$3,500.00 NM
10	10/28/12	10/28/12	SA/SU 6-6:30 PM	SA/SU 5:58-6:30 PM	-----S	:30	1	\$2,500.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	-----S	1	\$2,500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Su	10/28/12	6:28 PM	SA/SU 6-6:30 PM	SA/SU 5:58-6:30 PM	:30	FL6101H	\$2,500.00 NM
11	10/26/12	10/26/12	NBC Prime WHITNEY/CC	8:00-9:00 PM	----F--	:30	1	\$3,500.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	----F--	1	\$3,500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	F	10/26/12		NBC Prime WHITNEY/COMM	8:00-9:00 PM	:00		<del>\$3,500.00</del> NM
			See MG 11.2						
2	WESH	F	10/26/12	8:20 PM	NBC Prime MOCKINGBIRD LAN	8:00-9:00 PM	:30	FL6101H	\$3,500.00 NM
			MG for 11.1 10/26						
12	10/24/12	10/24/12	NBC Prime ANIMAL/GUY	8:00-9:00 PM	--W----	:30	1	\$3,000.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	--W----	1	\$3,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESHW		10/24/12	8:19 PM	NBC Prime ANIMAL/GUYS	8:00-9:00 PM	:30	FL6101H	\$3,000.00 NM
13	10/27/12	10/27/12	NBC Prime L&O SVU	10:00-11:00 PM	-----S-	:30	1	\$2,000.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	-----S-	1	\$2,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Sa	10/27/12	10:31 PM	NBC Prime L&O SVU	10:00-11:00 PM	:30	FL6101H	\$2,000.00 NM



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960612-1	10/28/12	October 2012	10/01/12 - 10/28/12
Advertiser		Product	Estimate Number
Florida Vote No on 6 Comm		12253	12253

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
14	10/27/12	10/27/12	M-Su News @ 11PM	11-1135p	-----S-	:30	1	\$2,600.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	-----S-	1	\$2,600.00				
<u>Spots: #</u>	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
1	WESH	Sa	10/27/12	11:27 PM	M-Su News @ 11PM	11-1135p	:30	FL6101H	\$2,600.00 NM
15	10/24/12	10/25/12	M-Su News @ 11PM	11-1135p	--11---	:30	2	\$2,600.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	--11---	2	\$2,600.00				
<u>Spots: #</u>	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
1	WESH	W	10/24/12	11:23 PM	M-Su News @ 11PM	11-1135p	:30	FL6101H	\$2,600.00 NM
2	WESH	Th	10/25/12	11:23 PM	M-Su News @ 11PM	11-1135p	:30	FL6101H	\$2,600.00 NM
16	10/26/12	10/26/12	NBC Tonight Show	11:35P-12:35XM	----F--	:30	1	\$1,500.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	----F--	1	\$1,500.00				
<u>Spots: #</u>	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
1	WESH	F	10/26/12	12:14 AM	NBC Tonight Show	11:35P-12:35XM	:30	FL6101H	\$1,500.00 NM
<b>Total Spots</b>							<b>24</b>		

## Payment Terms 30 Days

<u>Gross Total</u>	<b>\$50,500.00</b>
<u>Agency Commission</u>	<b>\$7,575.00</b>
<u>Net Amount Due</u>	<b>\$42,925.00</b>